Television rating point for DD

735. SHRI C. RAMACHANDRAIAH:
SHRI MANOJ BHATTACHARYA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the data of TAM India which is the only company measuring Television Rating Point (TRPs) are not dependable;

(b) if so, Government's reaction thereto;

(c) whether it is proposed to get any other agency to do the job and give correct TRPs for Doordarshan;

(d) if so, the details thereof and if not, the reasons therefor; and

(e) the number of cable satellite television in the country including DD channels?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) Prasar Bharati have informed that the data of TAM India in respect of Television Rating Points (TRPs) has market credibility. They have, however, informed that the Television Rating Points of TAM India have an urban slant, as they have no infrastructure in rural areas and towns which have less than one lakh population.

(c) and (d) Prasar Bharati have informed that there is no proposal to get any other agency to do the job.

(e) There are approximately 250 Satellite Channels beaming over Indian skies. Doordarshan has 25 Television Channels.

FDI in print media

†736. SHRI MOTI LAL VORA:
SHRI JANARDAN DWIVEDI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that foreign journals would be allowed to publish their editions in the country with some conditions;

†Original notice of the question was received in Hindi.